

**Questions and Answers**  
**RFQ No. SCA52515Q0328**  
**Media Monitoring Services**  
**for U.S. Embassy Public Affairs Section**

1. Q: Are you able to provide a list of keywords and phrases based on issues provided by U.S. Embassy Ottawa to determine volume for daily reporting? Do you have an estimated volume?

A: Generally, Public Affairs Section (PAS) search for anything that might involve/affect Canada-U.S. relations. Specifically these areas may include, but are not limited to, Energy, Environment, Security/Defense, Border, Crime and Justice, Canadian Politics, U.S. Politics, Business/Economy/Trade. So this could include topics such as climate change, the Arctic, the mission against ISIS, the Beyond the Border initiative, the Detroit-Windsor International Crossing, Trans-Pacific Partnership, Country of Origin Labelling, comments made by U.S. politicians about Canada and vice versa. PAS also regularly search the Ambassador's name as well as prominent Canadian politicians and Canadian Ambassador to the U.S.

2. Q: Are you able to disclose the vendors used currently and/or past years for print, online, broadcast and social media monitoring?

A: Broadcasting monitoring is currently provided by FPInfomart. Other media outlet monitoring is provided through Factiva and LexisNexis. PAS manually monitors social media content through Hootsuite and manually monitors online content as well.

3. Q: Are you able to provide a sample of your current daily synopsis of news? If not, are you able to provide a desired sample? Do you prefer full text content or links within?

A: Sample template is provided for offeror's reference. Offerors can develop their own template in accordance with the solicitation requirements subject to review and approval by PAS. PAS prefers full text where possible to allow for easy reading on Blackberrys or in places with spotty internet access.

4. Q: Should the proponent include a full sample of their daily synopsis of news? If yes, can you please describe the format to receive? Should it be sent via email to confirm blackberry/outlook usability?

A: At the moment we do the review in word, attach the document and then paste the wording inside the email as well for quick and easy reading. It does need to be readable by blackberry and outlook compatible if possible.

5. Q: Are you able to disclose an approximate budget for services required?

A: The U.S. Embassy has an independent Government estimate for this requirement based on market survey. The Government may not provide offerors with this information.

6. Q: Would Social Media Monitoring within the same platform as print and broadcast be preferred or are you willing to log into a separate social media monitoring, analysis and engagement tool?

A: PAS would be willing to log into a separate social media engagement tool. It can be helpful to have the two separate as sometimes what's trending on social media is not always what's 'in' the news.

7. Q: Do you require any Media Analysis or Reporting Capabilities? If yes, how often and which metrics? Please elaborate.

A: Possibly. Not on a regular basis but possibly on an issue-specific basis. For example, if we are asked to do an analysis about an announcement made in Washington and who it was covered by Canadian media.

8. Q: Section 5, Offeror Representations and Certifications, pages 21-31: Which areas need to be completed?

A: Section 5 indicates the items that the offeror has to complete. Offeror must review Section 5 and complete all required items.

9. Q: In section 3, Pricing, pages 4-6: Is the proponent permitted to add additional lines to prices such as a separate line for social media and a separate line for analysis reporting?

A: Offerors should submit firm-fixed prices for standard services in accordance with Section 2, Pricing. However, offerors can provide breakdown of prices for standard services as part of their proposal.

10. Q: How many references would U.S. Embassy Ottawa prefer to see listed in the submission?

A: Estimated 2-3.

11. Q: Do any sections under “Additional information required under Section 3, pages 18-19” need to be filled out?

A: Section 3 provides instructions to offeror and each offer must consist all solicitation requirements listed under this section.

12. Q: What is your budget for the requested media monitoring service?

The U.S. Embassy has an independent Government estimate for this requirement based on market survey. The Government may not provide offerors with this information.

13. Q: How many news documents would be included in your press review on a monthly basis?

A: On average the media review includes about 30 pages of articles/coverage per day. It translates to roughly 15-20 articles per day from broadcast, online and print sources. PAS would also be looking to include more news clips/video where possible.

14. Q: How many people would receive the press review through email.

A: Roughly 400 people would receive it every morning.

15. Q: Do you have a mandatory list of news sources?

A: Searches should include all major Canadian news sources, CBC, CTV, Globe and Mail, National Post, Toronto Star, other Postmedia papers (Calgary Herald, Ottawa Citizen, Montreal Gazette, Vancouver Sun etc...), Canadian Press. As well as some international and U.S. sources when reporting on bilateral or Canada-related issues: Bloomberg, Thomson-Reuters, WSJ, NYT, Washington Post. It depends on what is in each publication/on each site as to what is included daily.

16. Q: Would the U.S. Embassy accept to receive an annual invoice as opposed to a monthly invoice?

A: Invoices should be submitted monthly in accordance with the solicitation requirement under Section 2, Pricing and DOSAR 652.232-70.

17. Q: Would the U.S. Embassy extend the RFQ deadline to May 29<sup>th</sup>?

A: The proposal submission due date has been extended to June 5, 2015, no later than 4PM. Refer to solicitation amendment A001.

Cleared by: Kellie Reifstenzel, Contracting Officer